

## AMENDMENT TO THE CLAIMS

1.-9. (Cancelled)

10. (Currently amended) A content provider configured to communicate with one or more mobile stations over a network, each mobile station having a SIM with a SIM serial number assigned, at least in part, by a manufacturer of the SIM, a device identifier, authentication information for ~~authenticating the mobile station with use by an authentication process performed by~~ the network, and an anonymous user identifier associated with the SIM serial number and unrelated to both the device identifier and the authentication information, ~~the authentication process excluding the anonymous user identifier and authenticating the mobile station with the network based on the authentication information,~~ the content provider comprising:

a content personalization interface configured to receive the anonymous user identifier associated with the SIM serial number and unrelated to both the device identifier and the authentication information from at least one of the mobile stations; and

a processor configured to use the anonymous user identifier to personalize content for the at least one of the mobile stations, and to provide the personalized content to the at least one of the mobile stations.

11-16. (Cancelled)

17. (Previously presented) The content provider of claim 10, wherein the personalization interface is configured to receive the device identifier and the processor is configured to use the device identifier to personalize device-specific content for the at least one of the mobile stations, and to provide the personalized device-specific content to the at least one of the mobile stations.

18-19. (Canceled)

20. (Previously presented) The content provider of claim 10, wherein the anonymous user identifier is the SIM serial number assigned, at least in part, by the manufacturer of the SIM.

21. (Currently amended) A method of providing personalized content to a wireless device coupled to a wireless communication network having a content provider, the wireless device comprising a device identifier, authentication information, and a subscriber identity module (SIM) having authentication information and a serial number assigned, at least in part, by a manufacturer of the SIM, ~~method comprising at the content provider: receiving the wireless device being configured to transmit the authentication information and an anonymous user identifier from the wireless device over to the wireless communication network, the anonymous user identifier being based, at least in part, on the serial number of the SIM and being unrelated to both the device identifier and the authentication information, the method comprising:~~  
receiving the authentication information;  
performing an authentication process based on the authentication information and not based on the anonymous user identifier, the authentication process authenticating the mobile station with the wireless communication network; and  
after the mobile station is authenticated with the wireless communication network, at the content provider:  
receiving an anonymous user identifier from the wireless device over the wireless communication network;  
selecting content based on the anonymous user identifier; and  
providing the selected content to the wireless device over the wireless communication network.

22. (Previously presented) The method of claim 21, wherein the selected anonymous user identifier is the serial number of the SIM.

23. (Currently amended) The method of claim 212, for use with a wireless device configured to transmit the device identifier to the wireless

communication network, the method further comprising after the mobile station is authenticated with the wireless communication network, at the content provider:

receiving the device identifier from the wireless device over the wireless communication network;

selecting content based on the anonymous user identifier and the device identifier; and

providing the selected content to the wireless device over the wireless communication network.

24. (Previously presented) The method of claim 23, wherein the content provider has a plurality of user profiles, each user profile of the plurality of user profiles having a device identifier and an anonymous user identifier, the method further comprising at the content provider:

selecting a user profile from the plurality of user profiles, the selected user profile having a device identifier identical to the device identifier of the wireless device and an anonymous user identifier identical to the anonymous user identifier of the wireless device; and

selecting content based on the selected user profile.

25. – 27. (Cancelled)

28. (Currently amended) The communication device of claim [4]10, wherein the authentication information includes a mobile station ISDN number (MSISDN).

29. (Cancelled)

30. (Currently amended) The communication device of claim [4]10, wherein the authentication information includes a mobile subscriber identity.

31. (Previously Presented) The communication device of claim 30, wherein the mobile subscriber identity is an international mobile subscriber identity (IMSI).

32. (Currently amended) The communication device of claim [4]10, wherein the authentication information includes a mobile subscriber identity and a mobile station number.

33. (Previous presented) The communication device of claim 32, wherein the mobile subscriber identity is an international mobile subscriber identity (IMSI) and the mobile station number is a mobile station ISDN number (MSISDN).

34. – 36. (Cancelled)

37. (Previously presented) The content provider of claim 10, wherein the content personalization interface is configured to receive anonymous personalization data from the at least one of the mobile stations; and

the processor is configured to use the anonymous user identifier and anonymous personalization data to personalize content for the at least one of the mobile stations.

38. (Previously presented) The content provider of claim 37, further comprising a database configured to store the anonymous personalization data received by the content personalization interface from the at least one of the mobile stations and to provide the anonymous personalization data to the processor.

39. (Currently amended) The communication device of claim [4]10, wherein the SIM further comprises the authentication information.